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BALBOA

C-13

America's Most Beautifully Designed
Chrome Furniture for Brighter Living

MANUFACTURED BY BALBOA CHROME FURNITURE DIVISION OF THE ROLL FORMING COMPANY, FULLERTON, CALIFORNIA

ILLUSTRATED ON FRONT COVER

.....

MODEL 1102 TABLE

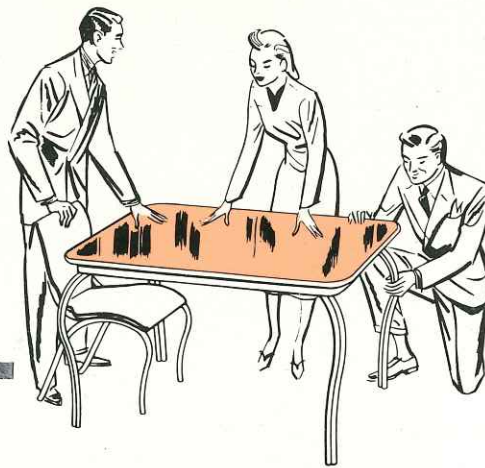
MODEL 1201 CHAIR

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BALBOA

CHROME FURNITURE

HAS THE INSTINCTIVE APPEAL OF QUALITY

*There are three sound reasons why—when there is an opportunity
to choose between ordinary chrome furniture and BALBOA CHROME FURNITURE
—good taste instinctively dictates BALBOA.*

The appeal of BALBOA is, first of all, the appeal of quality. There is a richness and beauty in the lustrous sheen of BALBOA CHROME that stimulates the natural desire to possess the best. BALBOA CHROME is tri-plate chrome, as different from ordinary chrome as a real jewel is from an imitation. Smart styling adds freshness and tone to living, and BALBOA has always been admired for the sophistication of its richly flowing curves, its distinguished contour modelling. BALBOA originated CONTOUR

DESIGN. And now BALBOA is first to introduce the fascinating color key to individualized home decoration, PERSONAL COLOR STYLING with BALBOA TWO-TONE CHROME TABLES, topped with gleaming glass or satin-smooth plastic.

Fine craftsmanship contributes its own sturdy beauty to BALBOA CHROME FURNITURE, too. BALBOA construction is architecturally designed down to the smallest detail to insure that this furniture of lasting beauty will always be a joy to own.

*Yes, there is sound reasoning behind the instinct that prompts the
selection of BALBOA CHROME FURNITURE—a true appreciation of quality
and style, and real economy, too—for to prefer the best is
good taste, to buy the best is wise judgment.*

BALBOA ON CHROME IS LIKE STERLING ON SILVER—THERE IS NOTHING FINER!

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BALBOA

MEANS STRENGTH AND BEAUTY FROM THE INSIDE OUT

BALBOA's beauty isn't just "surface beauty." BALBOA CHROME FURNITURE is built to perfection all the way through.

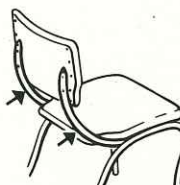
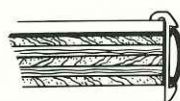
There's quality craftsmanship in every detail of construction, and fine craftsmanship creates its own beauty. So, when looking at BALBOA CHROME FURNITURE, think of the *built-in* as well as the *full-view* quality.

TABLE TOP CONSTRUCTION—Glass or plastic surfaces are securely bonded to high-quality plywood to form a permanently smooth and even top. On extension and drop-leaf tables, the plastic surfacing is applied to the underside, as well as the upside, of the top. This careful bonding insures the tables against warping. The finely constructed top is then rigidly fixed to the aluminum support channel, and channel and top are double-bolted to the long fulcrum of the table legs.

TABLE LEG CONSTRUCTION—The strong, double-leg is spot and arc welded so that the double channel of chrome-plated steel is permanently united. Then the long fulcrum at the top of each leg is secured to the wood base of the top itself with four strong bolts, twice the number of bolts normally used. This is the double-spinal construction making BALBOA tables permanently strong and sturdy.

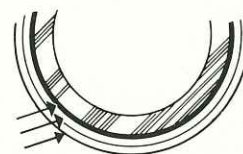
CHAIR CONSTRUCTION—The extra-heavy steel tubing used in all BALBOA construction has a particularly important function in the construction of BALBOA contour-designed chairs. In these chairs, the high-quality steel gives extra strength to the frame at the fulcrum point, where the chair legs curve up to join the back. This is the point of greatest stress, where the chair must sustain the full weight of the sitter. The chair frame is arc welded at all joining points.

CHAIR SEATS AND BACKS—Constructed of high-quality plywood, contoured for style and comfort, all BALBOA chair seats and backs are upholstered in fine DURAN, the perfectly and permanently fitted upholstery. Highest quality cushioning material is used throughout. The extra-thick chair seats and backs are double-bolted to the frame to form a permanently strong and solid unit.



BALBOA CHROME IS TRIPLE-PLATED CHROME BROUGHT TO BRILLIANT LIFE BY BALBOA'S *Special* LUSTRE PROCESS!

The soft glowing sheen of BALBOA CHROME is the crowning achievement of the chrome plater's art. In its manufacture, selected high quality steel, with greater than average wall thickness to insure rigidity of



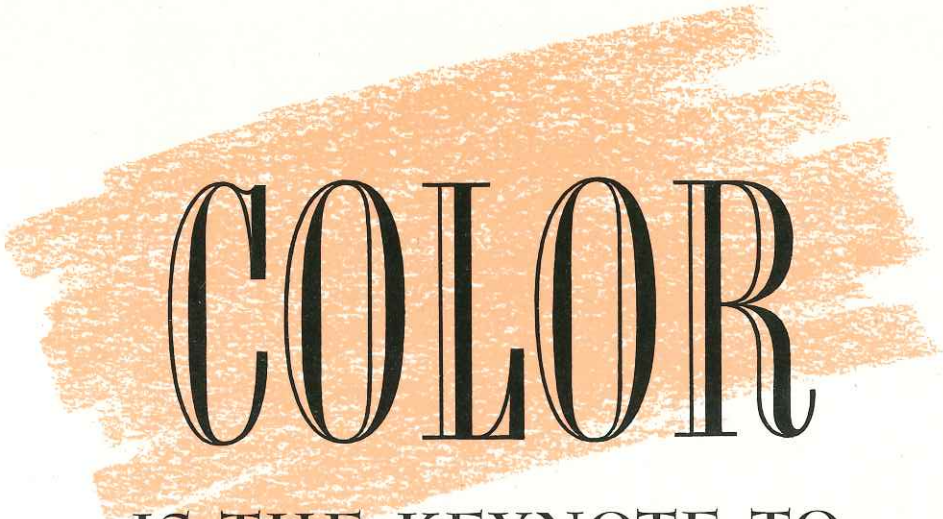
the frame, is first polished to satin brightness, and then triple-plated with copper for *lustre*, with nickel for *surface hardness* and with chrome for lasting *glow*.

Only the very finest chrome is plated over copper, but BALBOA uses three times more copper in its plating than is usual even for most high-grade chromes. That's why BALBOA's CHROME has that rich soft, *blue* tone so reminiscent of sterling silver.

Nickel, too, is applied more heavily by BALBOA, because this rugged metal keeps the chrome finish bright and clean, and increases its resistance to scratch and mar through years of wear.

After each bath the metal is *hand-buffed* to shiny smoothness, and, on this perfected base, the extra-heavy plate of chrome is laid, and, in its turn, hand-buffed and polished to a deep, rich glow.

This is BALBOA CHROME—a distinguished chrome of lasting, living beauty. There is no chrome finer than BALBOA CHROME.



COLOR

IS THE KEYNOTE TO

Individuality

IN MODERN HOME DESIGN

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NOW

BALBOA — creator of DISTINCTIVE CHROME for lasting beauty, and
CONTOUR-DESIGN for effective smartness—is FIRST TO INTRODUCE the newest idea in
modern home decoration—

PERSONAL COLOR STYLING *with*
TWO-TONE TABLES TOPPED WITH GLEAMING GLASS
or SATIN-SMOOTH PLASTIC

*Combining Harmonizing or Contrasting Colors of Table Tops
and Insert Colored Moldings*

This fascinating idea in home decoration makes it possible to custom-design
BALBOA CHROME FURNITURE to accentuate and complement every individual
taste in color decoration. With table top of any selected color and insert mold-
ing in harmonizing or contrasting color, BALBOA CONTOUR-DESIGNED CHAIRS can
be matched to any desired decorative effect.

Choose your Colors when you choose **BALBOA**

THERE'S

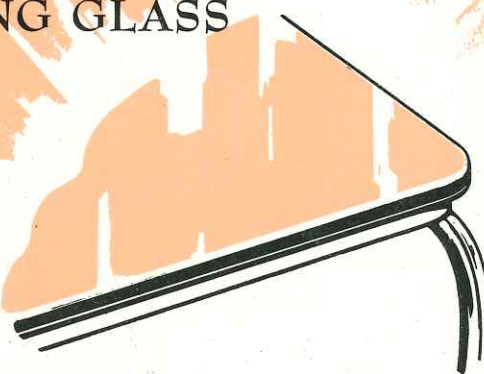
Sparkle

IN THE COLOR OF

BALBOA CHROME TABLES

TOPPED WITH GLEAMING GLASS

—And framed with inset moldings matching or contrasting with the color of the table top—a NEW and EXCLUSIVE BALBOA FEATURE for PERSONAL COLOR STYLING!



Beautiful to look at, the sparkling BALBOA GLASS TOP will stay beautiful, too, through long years of use. The heavy, hard-surfaced glass is resistant to all ordinary scratching or marring, and will stay bright and clear without any special care, BALBOA GLASS TOPS are cushioned with coroflex, carefully bonded to the strong plywood back, and sealed and secured against stress, strain or leak.

Chrome and crystal glass, accented with color, go together to add rich brightness to dining room, dinette, dining alcove or breakfast nook. High-styled double-leg design for beauty, contoured for comfort and convenience, BALBOA'S GLASS-TOPPED CHROME TABLES give the flare of modern smartness to the most formal or the most intimate dining spot.

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PERSONAL COLOR STYLING is smartly used in this distinctive group, featuring red table-top with black molding, chairs in red to match top.

ANOTHER ORIGINAL IDEA employs yellow for table top and blue for the molding. Chairs in this group harmonize with the molding.



MODEL 1102 TABLE
MODEL 1201 CHAIR



CHROME TABLES TOPPED WITH CRYSTAL GLASS AVAILABLE IN SEVERAL SIZES

Top-and-molding color combinations in a great variety of harmonizing or contrasting pure colors and pastels permit PERSONAL COLOR STYLING.

Personal
**COLOR
STYLING**

BALBOA GLASS-TOPPED TABLES may be selected in one color or a combination of any two of BALBOA's rich pastel and pure color tones—the top may be of one color, and the inset molding of the same or a contrasting color. And chairs can be selected to match either the color of the top or the color of the mold-

ing. A great variety of distinctive color effects can be achieved to accent the decoration of modern rooms—cool effects in modern pastel shades, striking eye-attracting combinations in vivid hues, smart color schemes which pick up and accentuate key colors in drapes and rugs.

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MODEL 1906 TABLE



CONSOLE TABLE

TOPPED WITH COLOR UNDER GLEAMING GLASS
with

COLORED INSET MOLDINGS FOR
PERSONAL COLOR STYLING

Contour-designed in lustrous BALBOA CHROME, a striking furniture feature as a service table in the dinette or dining room, a handsome piece for entry or general use. The inset moldings can be selected to match or contrast with the color of the table top.

MODEL 1109 TABLE
MODEL 1201 CHAIR

MODEL 1104 TABLE
MODEL 1241 CHAIR



ROUND, GLASS TOPPED COFFEE TABLE

CONTOUR-DESIGNED IN BALBOA CHROME
with matching or contrasting
COLORED TOP AND INSET MOLDING

A richly handsome table, low and wide, decorative and practical for living room or den.



OVAL

A NEW AND DISTINGUISHED ADDITION TO THE
BALBOA FAMILY OF FINE FURNITURE

The classic beauty of BALBOA's CONTOUR-STYLING is most perfectly expressed in this thrilling oval table. Designed in rich BALBOA CHROME, topped with color under gleaming glass, with colored inset moldings that may be selected to match or contrast with the top, it is truly distinguished furniture. This is the only pure oval-shaped table in chrome.

BALBOA

QUALITY PLASTIC TABLE TOPS

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Balboa
C-13 Box
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Modern science has developed a new type of smooth, heat-and-scratch resistant plastic which is beautiful to look at and extremely practical to use. BALBOA rigorously tested all known developments of this plastic in order to find the one whose quality satisfied the exacting BALBOA standards. This is the plastic used for all BALBOA PLASTIC TABLE TOPS.

Table tops of BALBOA PLASTIC are, therefore, the finest possible. They are acid-resistant, alcohol-resistant and heat-resistant up to 270 degrees. They will not chip, craze or peel, and they are impervious to all known stains. A burning cigarette laid on a BALBOA PLASTIC table top will not harm it in any way. BALBOA PLASTIC will clean spotless with a damp cloth, and it will retain its satin-smooth freshness through years of exacting wear.

BALBOA CHROME TABLES *with Bonded Plastic Tops* STANDARD OR EXTENSION MODELS

Here's the table that measures up to every dining occasion—a more comfortable, as well as a more beautiful table. The contour shape of the table leg gives more knee-room, and the narrower apron, made possible by using strong aluminum instead of wood for the top support, gives more sit-room. The sitter can

move around more, even cross his legs under the BALBOA table, without bumping. This graceful and gracious table is extremely practical, too, because its colorful BALBOA PLASTIC Top and glowing BALBOA CHROME will stay bright and clean and new-looking with only a quick rub-over with damp cloth or duster.

*Available in
several sizes in either
of two styles...*

Regular: Colored Top with Bright Aluminum Molding in a full range of colors in Linen Finish.

DeLuxe: Vivid hues and soft tints with Aluminum-bound COLORED INSET MOLDING IN CHOICE OF MATCHING OR CONTRASTING COLOR.

NOTE: BALBOA EXTENSION and DROP-LEAF TABLE TOPS are double-bonded with plastic—on the underside as well as the upside of the top—to give double assurance against warping. ALL BALBOA PLASTIC TABLE TOPS are fully resistant to chipping, peeling or crazing. They will resist heat, food acids, alcohol stains and cigarette burns.



MODEL 3832 TABLE
MODEL 1241 CHAIR

P.7



MODEL 4453 TABLE
MODEL 1241 CHAIR

BALBOA

DOUBLE DROP-LEAF TABLE

*Contour-Styled in Chrome
with Balboa Plastic Top in
Regular or De Luxe*

THE decorative table that expands for gracious dining. Smartly proportioned for decorative "wall-side" effect with its two leaves dropped, this handsome table extends to almost double-size spaciousness for family dining or entertaining. Note, too, that the leaves of the table are narrow enough to permit a chair to fit snugly to the table when they are dropped. The underside of each leaf is bonded with plastic to match the top and present a finished appearance when the leaves

are dropped. The graceful aluminum molding goes all the way around top and leaves. Gracefully styled, framed in glowing BALBOA CHROME, smartly colorful, the BALBOA DOUBLE DROP-LEAF TABLE adds an important touch of decorative rightness to living room, dining alcove or "dressed-up" kitchen which belies its gracious utility as dining furniture.

Available in two styles: Regular—Linen-finish in choice of colors. DeLuxe—Full color range.

BALBOA

UTILITY TABLE

SMARTLY STYLED IN CHROME
with Bonded Plastic Top

Just the right size, 24"x36", for compact usefulness, the BALBOA UTILITY TABLE is sturdily built to BALBOA CRAFTSMAN STANDARDS for years of wear. Topped with indestructible BALBOA PLASTIC, framed in hard-surfaced BALBOA CHROME, it will retain its bright, clean, *new* look for years. Just the wipe of a damp cloth and an occasional dust-off is all the care it needs. Available in two styles: Regular—Linen-finish Bonded Plastic Top in choice of colors. DeLuxe—Bonded Plastic Top with choice of colors—colored inset moldings.



MODEL 3407 TABLE
MODEL 1221 CHAIR

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ROUND TABLES

featuring the famous BALBOA

SPRAY PEDESTAL DESIGN

Only BALBOA could perfect this particularly graceful table design because only the exceptionally hard and polished surface of BALBOA CHROME can insure the lasting beauty of the satin-smooth legs against scuffing, and protect the floor or floor-covering against marring.

The BALBOA ROUND TABLE TOPPED WITH COLOR UNDER GLEAMING GLASS

36" Diameter

Featuring COLORED INSET MOLDING

Matching or contrasting with the color of the table top for PERSONAL COLOR STYLING

There's a feeling of pleasant leisureliness about this smart table that adds charm to the breakfast room, porch living-room or den. The glass top is double-bonded to strong plywood with a cushion of coroflex, and firmly bound around the edges with bright aluminum. Thus the glass is sealed and secured against shock, jar or leak, and the natural toughness of the hard-surfaced glass will resist scratch, stain or heat marring. Nothing gives sparkle to color like crystal-clear glass—and the construction of BALBOA GLASS TABLE TOPS assures permanent beauty in normal use.

MODEL 9506 TABLE
MODEL 1241 CHAIR



MODEL 1506 TABLE
MODEL 1241 CHAIR



The BALBOA ROUND TABLE WITH METAL TOP IN VIVID HAMMERSTONE COLORS

34" Diameter

with or without umbrella hole

The BALBOA SPRAY-PEDESTAL DESIGN handsomely developed in a sturdy, practical table for outdoor living-room, porch or patio.

BALBOA

A Word About CONTOUR STYLING

The famous contour-design which inspired the new vogue for chrome furniture was originated by BALBOA and is an exclusive style feature. This beautiful, natural-posture design, with its gracefully flowing lines and restful, roomy modeling is a development of BALBOA's own roll-forming process which makes it possible to conform the heavy metal of the frame to the most intricate and delicate details of the designer's pattern. BALBOA has applied this metal forming method to the shaping of plywood, too, so that chair seats and backs, as well as the metal parts of the furniture, flow together in eye-appealing harmony.

BALBOA chairs are fitted to the natural contours of the body—they are posture-correct and, therefore, comfortable and restful to the sitter.



Balboa Contour Styling is the Perfect Example of Functional Beauty

BALBOA

DE LUXE

CONTOUR-DESIGNED CHAIR

This is the extra-roomy chair with the full-padded back. It's distinctively BALBOA. Seat and back are contoured for comfort and beauty, the seat deeply cushioned in foam rubber, all upholstered in satin-smooth, durable, stain-proof Duran plastic in a choice of rich glowing colors. Contoured legs flow to smoothly-rounded tips—protecting floors and floor coverings.

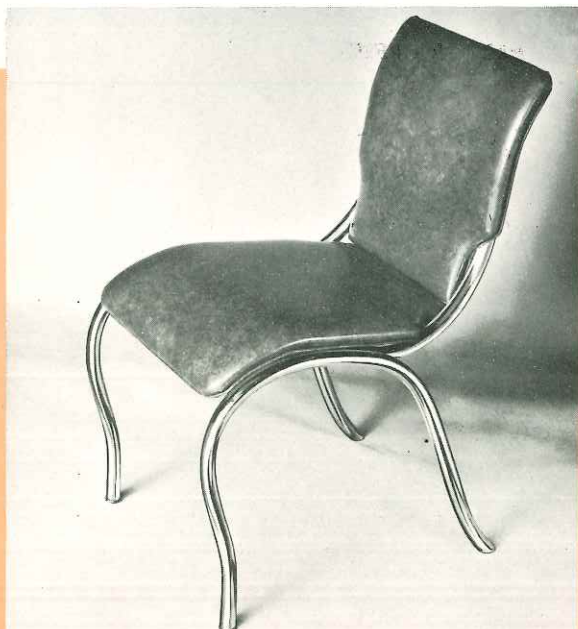
BALBOA

REGULAR

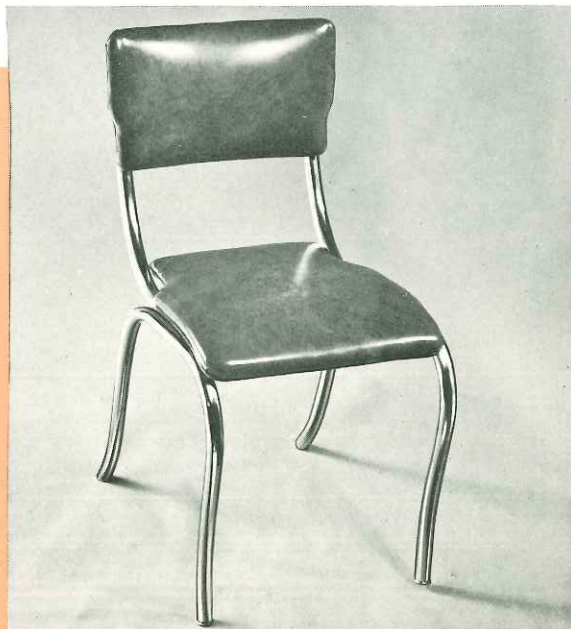
CONTOUR-DESIGNED CHAIR

The shoulder-shaped back and contoured seat of this brilliantly styled chair are also deeply padded and upholstered in the same rich Duran, durable, stain-proof plastic, available in a choice of decorative colors. Note the extra long fulcrum extending from the chair leg to the back to give extra rigidity at the weight-supporting point.

MODEL 1201
CHAIR



MODEL 1241
CHAIR



MODEL 331 DIVAN



BALBOA

THREE-PLACE DIVAN

FRAMED IN LUSTROUS CHROME

UPHOLSTERED IN RICH DURAN

in choice of colors

and

*cushioned with deep, luxurious foam rubber
for restful comfort*

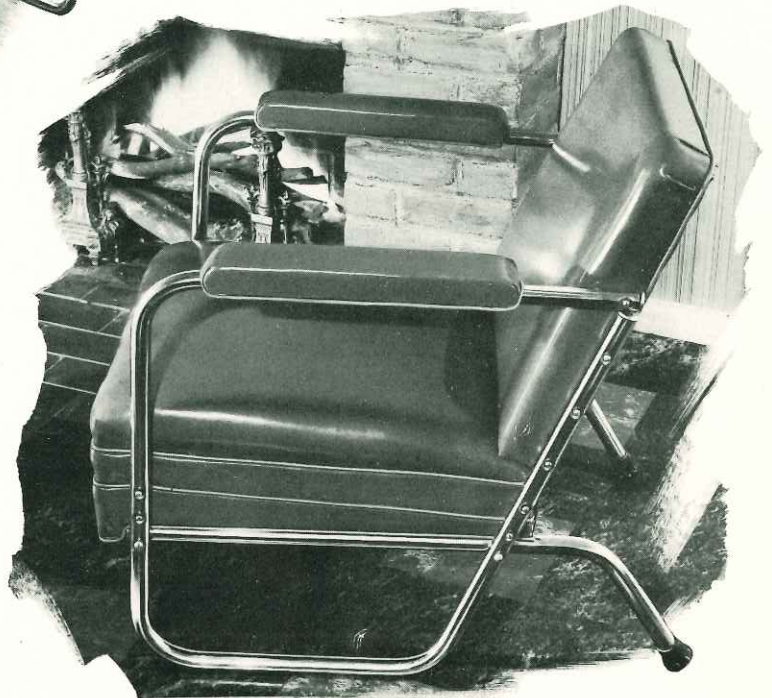
Distinguished and durable den or office furniture of BALBOA STYLE and quality.

BALBOA

MATCHING CLUB CHAIR

*cushioned with deep, luxurious foam rubber
for restful comfort*

Like the Three-Place Divan, this BALBOA designed club-chair is framed in glowing chrome and upholstered in satin-smooth Duran, durable, stain-proof, choice of colors.



MODEL 311 CLUB CHAIR

MODEL 321 DIVAN



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BALBOA

TWO-PLACE SETTEE

Luxury furniture that will retain its crisp fresh newness after years of rugged wear. The Two-Place Settee, like the Three-Place Divan and the Club-Chair is framed in glowing chrome, upholstered in satin-smooth Duran, cushioned with foam rubber.



BALBOA

"S-TYPE" CHROME CHAIR

UPHOLSTERED IN FINE, DURABLE, SATIN-SMOOTH
DURAN IN A CHOICE OF COLORS

BALBOA has taken the standard "S-Type" chair and made it completely BALBOA by contour styling the back frame to give a sweeping lift effect. The double-wall thickness of the BALBOA tubular frames gives added strength and spring to this perfectly designed "S-Type" chrome chair. This is the *extra* quality factor that assures *lasting* comfort.

MODEL 1221 CHAIR

BALBOA

CHAIR-HEIGHT UTILITY STOOL

Framed in polished chrome, upholstered in satin-smooth, durable Duran, this strong, handy stool is conveniently-sized to slip under the table, out of the way, when not in use. Choice of colors.

MODEL 1323 STOOL

P. 12

BALBOA

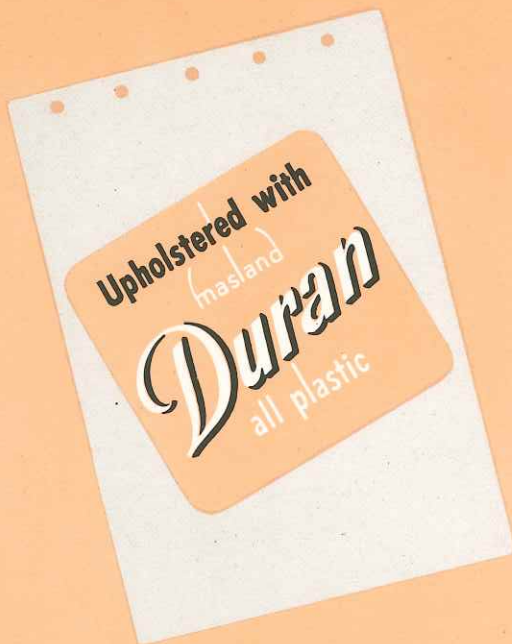
SNACK BAR-HEIGHT STOOL *with* FOOT REST

A beautifully styled stool, especially designed for snack bar or general kitchen use. Framed in strong, lustrous BALBOA chrome, its comfortable seat is deeply cushioned with foam rubber and upholstered in satin-smooth Duran in choice of colors.

MODEL 1300-4P STOOL

All BALBOA Chrome Furniture is upholstered in

Beautiful DURAN



Because DURAN is not only the most beautiful, but also the most practical upholstery material developed in modern times.

DURAN is *all* plastic—there is no fabric backing to shrink or break and thus distort the perfect fit and smooth surface of the covering. DURAN will resist peeling, crazing or chipping; it will retain its new freshness through years of wear; it is sun-and-stain-resistant, and soap and water, and an occasional waxing, will keep it bright and rich. The high quality of DURAN upholstery complements the high quality of BALBOA CHROME further insuring that this fine chrome furniture will always be a source of lasting beauty and a joy to own.

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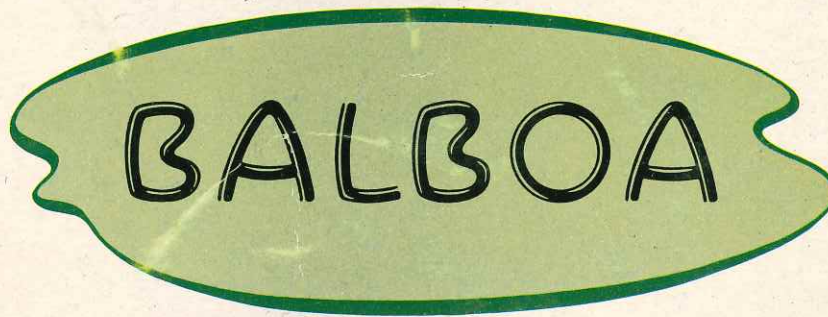
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THE BALBOA QUALITY OF MATERIAL
AND WORKMANSHIP IS GUARANTEED



The name BALBOA on chrome furniture is the trademark of quality—it is your guarantee of perfection. If, for any reason due to defective material or faulty workmanship, any piece of BALBOA CHROME FURNITURE fails to give proper service in normal home use for a period of one year from date of purchase, BALBOA will replace or repair that piece.

Look for This Trade Mark



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America's Most Beautifully Designed

CHROME FURNITURE

for Brighter Living

Sold in Better Department and Furniture Stores Throughout America!

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of THE ROLL FORMING COMPANY · FULLERTON, CALIFORNIA
